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Global AR Fitness Services Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global AR Fitness Services market size is predicted to grow from US$ 279 million in 2025 to US$ 521 million in 2032; it is expected to grow at a CAGR of 9.5% from 2026 to 2032.

AR Fitness Services utilizes augmented reality technology to enhance fitness experiences and results. By overlaying digital information, such as virtual coaches, exercise guides, gaming elements, and athletic data, onto the real world, they provide users with a more personalized, interactive, and immersive fitness experience.

United States market for AR Fitness Services is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for AR Fitness Services is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for AR Fitness Services is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key AR Fitness Services players cover Supernatural, Zwift, Liteboxer, ARX Fit, FitXR, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

Report Scope

LPI (LP Information)' newest research report, the “AR Fitness Services Industry Forecast” looks at past sales and reviews total world AR Fitness Services sales in

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2025, providing a comprehensive analysis by region and market sector of projected AR Fitness Services sales for 2026 through 2032. With AR Fitness Services sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world AR Fitness Services industry.

This Insight Report provides a comprehensive analysis of the global AR Fitness Services landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on AR Fitness Services portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global AR Fitness Services market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for AR Fitness Services and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global AR Fitness Services.

This report presents a comprehensive overview, market shares, and growth opportunities of AR Fitness Services market by product type, application, key players and key regions and countries.

Market Segmentation

Segmentation by Type:

AR Gamified Cardio

AR Strength Training

AR Toga/Meditation

Others

Segmentation by Application:

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- Home Fitness
- Gyms/Studios
- Corporate Wellness Clients
- Other

This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea
  - Southeast Asia
  - India
  - Australia
- Europe
  - Germany

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France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Supernatural

Zwift

Liteboxer

ARX Fit

FitXR

Peloton

VirZOOM

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YUR

AR Trainers

Les Mills Immersive

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